



ORDER

Flight Dates 07/17/12-07/23/12

Contract / Revision 304718 / Wil Cardon for Senate 2012

Original Date / Revision 07/23/12 07/23/12
Agency Com 15%

Advertiser Cardon / Republican / Senat
Billing Contact
PO Box 288
Alexandria, VA 22313

Agency Media Placement Technolog

Buying Contact
Sales Office EWSDC
Sales Region NAT
Agency Ref
500 N Washington Street - Suite #3
Alexandria, VA 22314

Primary Account Executive
Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo | 100% | | |
| Tanya Winscott | % | | |

Order Sep 00:20:00
Estimate # TV: 07170723 :30's
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-3
Advertiser Ref

| Order Share % | Market Value | |
|-------------------|--------------|--------|
| Competing Station | % of Order | Amount |
| CABLE | % | |
| KASW | % | |
| KDRX | % | |
| KPHO | % | |
| KPNX | % | |
| KPPX | % | |
| KSAZ | % | |
| KTVK | % | |
| KTVW | % | |
| KUSK | % | |
| KUTP | % | |
| UNKWN | 100% | |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|-----------|------------|-------------|--------------|--------|
| July 2012 | 90 | \$35,083.75 | \$41,275.00 | 0.00 |
| Totals | 90 | \$35,083.75 | \$41,275.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 06/25/12 | 07/23/12 | 90 | \$35,083.75 | \$41,275.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|------|-------------------|-----------------|------------------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 1 | KNXV | 07/17/12 | 07/23/12 | M-F 5-6am M-F 5-6am | CM | 5am-6am | 22222-- | :30 | 10 | \$100.00 | P-3 | 0.00 | NM | 10 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -2222-- | | | 8 | | | \$100.00 | | 0.00 | | | |
| | | Week: 07/23/12 | 07/29/12 | 2----- | | | 2 | | | \$100.00 | | 0.00 | | | |
| 2 | KNXV | 07/17/12 | 07/23/12 | M-F 6-7am M-F 6-7am | CM | 6am-7am | 22222-- | :30 | 10 | \$225.00 | P-3 | 0.00 | NM | 10 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -2222-- | | | 8 | | | \$225.00 | | 0.00 | | | |



KNXV-TV PHOENIX

Print Date: 07/23/12

Page 2 of 4

Contract / Revision 304718 Flight Dates 07/17/12-07/23/12

Hiatus Dates

Original Date / Revision 07/23/12/ 07/23/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07170723 :30's

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|----|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| 2 | KNXV | 07/17/12 | 07/23/12 | M-F 6-7am M-F 6-7am | CM | 6am-7am | 22222-- | :30 | 10 | \$225.00 | P-3 | 0.00 | NM | 10 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/23/12 | 07/29/12 | 2----- | | | | | 2 | \$225.00 | | 0.00 | | | |
| 3 | KNXV | 07/17/12 | 07/23/12 | M-F 7-9am M-F 7-9am | CM | 7am-9am | 22222-- | :30 | 10 | \$225.00 | P-3 | 0.00 | NM | 10 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -2222-- | | | | | 8 | \$225.00 | | 0.00 | | | |
| | | Week: 07/23/12 | 07/29/12 | 2----- | | | | | 2 | \$225.00 | | 0.00 | | | |
| 4 | KNXV | 07/21/12 | 07/21/12 | Sa 6-7am GMA Sa 6-7am Good Morning , | CM | 6am-7am | -----S- | :30 | 1 | \$75.00 | P-6 | 0.00 | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -----S- | | | | | 1 | \$75.00 | | 0.00 | | | |
| 5 | KNXV | 07/22/12 | 07/22/12 | Su 6-7am GMA Su 6-7am Good Morning , | CM | 6am-7am | -----S | :30 | 1 | \$75.00 | P-6 | 0.00 | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -----S | | | | | 1 | \$75.00 | | 0.00 | | | |
| 6 | KNXV | 07/17/12 | 07/23/12 | M-F 9am-10am Sonoran Living | CM | 9am-10am | 11111-- | :30 | 5 | \$100.00 | P-3 | 0.00 | NM | 5 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -1111-- | | | | | 4 | \$100.00 | | 0.00 | | | |
| | | Week: 07/23/12 | 07/29/12 | 1----- | | | | | 1 | \$100.00 | | 0.00 | | | |
| 7 | KNXV | 07/17/12 | 07/23/12 | M-F 11am-12pm ABC15 News at 11AM | CM | 11am-12pm | 11111-- | :30 | 5 | \$80.00 | P-6 | 0.00 | NM | 5 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -1111-- | | | | | 4 | \$80.00 | | 0.00 | | | |
| | | Week: 07/23/12 | 07/29/12 | 1----- | | | | | 1 | \$80.00 | | 0.00 | | | |
| 8 | KNXV | 07/17/12 | 07/23/12 | M-F 430pm-5pm M-F 430pm-5pm | CM | 430pm-5pm | 11111-- | :30 | 5 | \$225.00 | P-6 | 0.00 | NM | 5 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -1111-- | | | | | 4 | \$225.00 | | 0.00 | | | |
| | | Week: 07/23/12 | 07/29/12 | 1----- | | | | | 1 | \$225.00 | | 0.00 | | | |
| 9 | KNXV | 07/17/12 | 07/23/12 | M-F 4pm-430pm 4PM News | CM | 4pm-430pm | 11111-- | :30 | 5 | \$200.00 | P-6 | 0.00 | NM | 5 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -1111-- | | | | | 4 | \$200.00 | | 0.00 | | | |
| | | Week: 07/23/12 | 07/29/12 | 1----- | | | | | 1 | \$200.00 | | 0.00 | | | |
| 10 | KNXV | 07/17/12 | 07/23/12 | M-F 5pm-530pm M-F 5pm-530pm | CM | 5pm-530pm | 11111-- | :30 | 5 | \$450.00 | P-3 | 0.00 | NM | 5 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -1111-- | | | | | 4 | \$450.00 | | 0.00 | | | |
| | | Week: 07/23/12 | 07/29/12 | 1----- | | | | | 1 | \$450.00 | | 0.00 | | | |
| 11 | KNXV | 07/17/12 | 07/23/12 | M-F 6pm-630pm M-F 6pm-630pm | CM | 6pm-630pm | 11111-- | :30 | 5 | \$450.00 | P-3 | 0.00 | NM | 5 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -1111-- | | | | | 4 | \$450.00 | | 0.00 | | | |
| | | Week: 07/23/12 | 07/29/12 | 1----- | | | | | 1 | \$450.00 | | 0.00 | | | |
| 12 | KNXV | 07/21/12 | 07/21/12 | Sa 6pm News SA 6pm-630p | CM | 6pm-630p | -----S- | :30 | 1 | \$250.00 | P-3 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -----S- | | | | | 1 | \$250.00 | | 0.00 | | | |
| 13 | KNXV | 07/22/12 | 07/22/12 | | CM | 5pm-530pm | -----S | :30 | 1 | \$250.00 | P-3 | 0.00 | NM | 1 | \$250.00 |



KNXV

Print Date: 07/23/12

Page 3 of 4

Contract / Revision 304718 Flight Dates 07/17/12-07/23/12

Hiatus Dates

Original Date / Revision 07/23/12/ 07/23/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07170723 :30's

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals SpotsAmount | |
|-------------------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-----------------------|------------|
| SU 5pm News | | | | | | | | | | | | | | | |
| SU 5pm-530pm News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/16/12 | 07/22/12 | -----S | | | | | 1 | \$250.00 | | 0.00 | | | |
| E 14 | KNXV | 07/17/12 | 07/23/12 | M-F 630pm-7pm M-F 630pm-7pm | CM | 630pm-7pm | 11111-- | :30 | 5 | \$750.00 | P-3 | 0.00 | NM | 5 | \$3,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/16/12 | 07/22/12 | -1111-- | | | | | 4 | \$750.00 | | 0.00 | | | |
| Week: | | 07/23/12 | 07/29/12 | 1----- | | | | | 1 | \$700.00 | | 0.00 | | | |
| 15 | KNXV | 07/21/12 | 07/21/12 | SA 630pm-7pm SA 630pm-7pm | CM | 630pm-7pm | -----S- | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/16/12 | 07/22/12 | -----S- | | | | | 1 | \$450.00 | | 0.00 | | | |
| 16 | KNXV | 07/23/12 | 07/23/12 | Monday Prime C Monday Prime C | CM | 9pm-10pm | M----- | :30 | 1 | \$3,500.00 | P-2 | 0.00 | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/23/12 | 07/29/12 | M----- | | | | | 1 | \$3,500.00 | | 0.00 | | | |
| 17 | KNXV | 07/18/12 | 07/18/12 | Wednesday Prime C Wednesday Prime C | CM | 9pm-10pm | --W---- | :30 | 1 | \$2,000.00 | P-3 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/16/12 | 07/22/12 | --W---- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| 18 | KNXV | 07/20/12 | 07/20/12 | Friday Prime A Friday Prime A | CM | 7pm-8pm | ----F-- | :30 | 1 | \$2,000.00 | P-3 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/16/12 | 07/22/12 | ----F-- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| 19 | KNXV | 07/20/12 | 07/20/12 | Friday 8-10pm Friday 8-10pm | CM | 8-10pm | ----F-- | :30 | 1 | \$2,000.00 | P-3 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/16/12 | 07/22/12 | ----F-- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| 20 | KNXV | 07/20/12 | 07/20/12 | Friday 8-10pm Friday 8-10pm | CM | 8-10pm | ----F-- | :30 | 1 | \$3,000.00 | P-3 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/16/12 | 07/22/12 | ----F-- | | | | | 1 | \$3,000.00 | | 0.00 | | | |
| 21 | KNXV | 07/21/12 | 07/21/12 | ABC Saturday Prime Saturday Prime | CM | 7pm-10pm | -----S- | :30 | 1 | \$1,500.00 | P-3 | 0.00 | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/16/12 | 07/22/12 | -----S- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| 22 | KNXV | 07/22/12 | 07/22/12 | Sunday Prime A Sunday Prime A | CM | 6pm-7pm | -----S | :30 | 1 | \$2,000.00 | P-3 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/16/12 | 07/22/12 | -----S | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| 23 | KNXV | 07/17/12 | 07/23/12 | M-F 10-1035pm 10pm News | CM | 10pm-1035pm | 11111-- | :30 | 5 | \$850.00 | P-3 | 0.00 | NM | 5 | \$4,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/16/12 | 07/22/12 | -1111-- | | | | | 4 | \$850.00 | | 0.00 | | | |
| Week: | | 07/23/12 | 07/29/12 | 1----- | | | | | 1 | \$850.00 | | 0.00 | | | |
| 24 | KNXV | 07/21/12 | 07/21/12 | SA 10-1035pm 10pm News | CM | 10pm-1035pm | -----S- | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/16/12 | 07/22/12 | -----S- | | | | | 1 | \$450.00 | | 0.00 | | | |
| 25 | KNXV | 07/22/12 | 07/22/12 | SU 10-1035pm | CM | 10pm-1035pm | -----S | :30 | 1 | \$850.00 | P-3 | 0.00 | NM | 1 | \$850.00 |



KNXV

**KNXV-TV
PHOENIX**

Print Date: 07/23/12

Page 4 of 4

Contract / Revision **304718** Flight Dates **07/17/12-07/23/12**Hiatus DatesOriginal Date / Revision 07/23/12/ 07/23/12Order Sep 00:20:00Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07170723 :30's**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|----|------|-------------------|-----------------|--|-------|---------------------------------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -----S | | | | | 1 | \$850.00 | | 0.00 | | | |
| 26 | KNXV | 07/17/12 | 07/23/12 | M-F 1035pm-1102pm Nightline | CM | 1035pm-1102pm | 11111-- | :30 | 5 | \$350.00 | P-3 | 0.00 | NM | 5 | \$1,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -1111-- | | | | | 4 | \$350.00 | | 0.00 | | | |
| | | Week: 07/23/12 | 07/29/12 | 1----- | | | | | 1 | \$350.00 | | 0.00 | | | |
| 27 | KNXV | 07/22/12 | 07/22/12 | Su 4pm/430pm News Su 4pm/430pm News | CM | 4-430pm/430pm-5p (4:00 PM-4:30 PM) | -----S | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -----S | | | | | 1 | \$150.00 | | 0.00 | | | |

*Tax 1 Note: Tax 0.5%.

Totals 90 \$41,275.00